Building Nunavut Together
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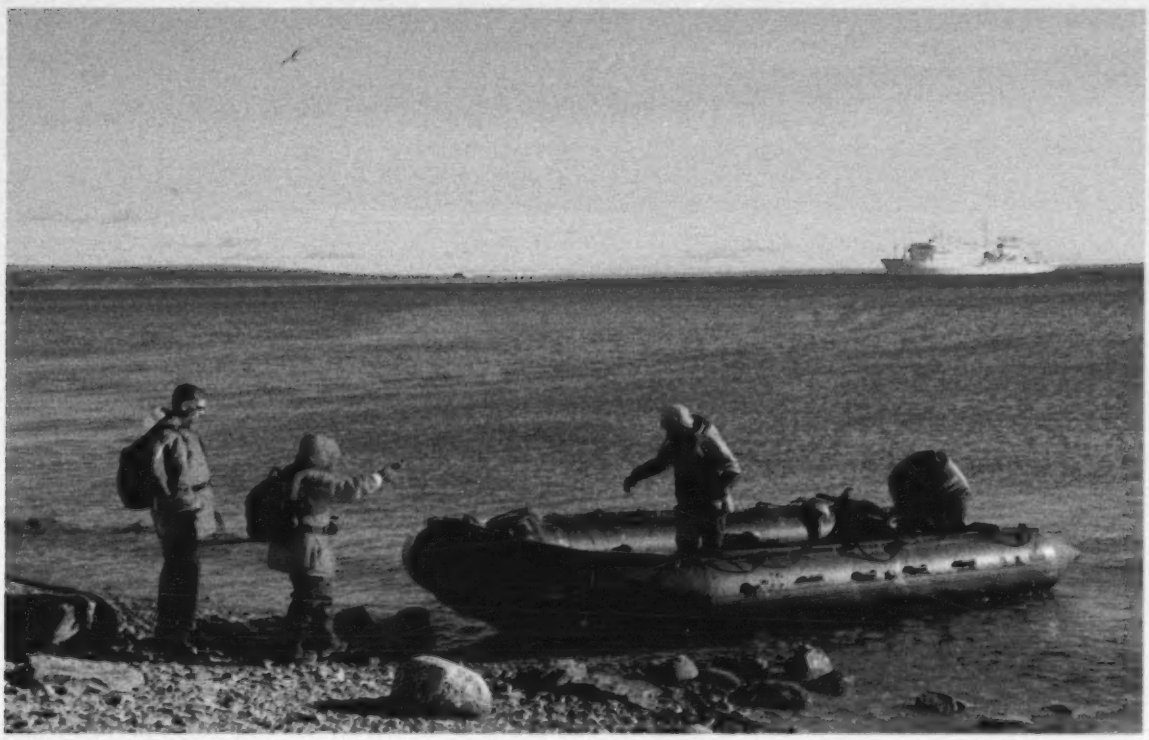
Nunavut

Nunavut Marine Tourism Management Plan

2016 – 2019

Communities Prepared for and Benefitting from Marine Tourism



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A Message from the Minister of Economic Development and Transportation

I am delighted and honored to introduce Nunavut's Marine Tourism Management Plan (MTMP), which provides a blueprint for the effective management of marine tourism in Nunavut. Until now there has been no formal means of addressing this consistently growing tourism sub-sector that if effectively managed could play an increasingly key role in the territory's economy over the next few decades.

Nunavut's five year tourism strategy, *Tunngasaiji: A tourism strategy for Nunavummiut*, outlines establishing an effective management plan for the marine tourism sector as a top priority. Stakeholder interest and input into the Plan has been extensive, with communities, government departments, and the industry itself all having a critical role in developing the Plan.

The MTMP outlines an effective approach to managing the territory's marine tourism sub-sector by seeking to achieve four interconnected goals; the enhanced ability of communities to access economic benefits from marine tourism, the establishment of enticing products and services, the informed implementation of marine tourism specific legislation, and finally, the fostering of improved communication between all stakeholders.

The Department of Economic Development and Transportation's (EDT) Tourism and Cultural Industries division (TCI) will use the Plan to develop and manage marine tourism in a manner that reflects the desire for sustainable, community-focused economic development, while also ensuring that the particular and unique realities of Nunavut and Nunavummiut are accounted for.

All stakeholders have a role to play in the successful achievement of the plan. TCI will work with communities, local operators, the tourism industry, and other interested groups to ensure that the actions outlined in the plan are met, and wherever possible, surpassed.

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Minister, Department of Economic Development and Transportation

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Date

Nunavut Marine Tourism Management Plan 2016 – 2019

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Nunavut Marine Tourism Management Plan

Executive Summary

In 2013 the Nunavut Department of Economic Development and Transportation (EDT) released *Tunngasaiji: A Tourism Strategy for Nunavummiut*. The Tourism Strategy responds to challenges in the tourism sector and supports its growth as part of a sustainable regional economy. It is based on consultations with communities, the industry, government departments and other interested parties and is the work of a committee of tourism stakeholders.

One of the objectives outlined in *Tunngasaiji* is to develop and implement a cruise ship and yacht management plan, hereafter called a marine tourism management plan. The plan supports the management of the growing marine tourism sector in order to develop tourism in Nunavut for the benefit of the territory, its communities, Nunavut businesses and Nunavummiut, and to ensure high quality tourism experiences that do not conflict with the values and aspirations of Inuit.

In particular, the marine tourism management plan is linked to specific indicators of success outlined in *Tunngasaiji*: increased income to communities through the provision of goods and services; an improved relationship between communities and tourists through effective sector management; and, greater awareness on the part of marine tourists and operators of the regulatory regime.

The overall goal of the plan is to support local initiatives aimed at preparedness and attaining benefits of marine tourism.

Four key management plan goals will guide the management of marine tourism from 2016 to 2019, and also provide a foundation for future development. Each key management goal is aimed at improving current management and providing a blueprint for the Department of Economic Development and Transportation to contribute to the success indicators as part of its tourism mandates. Working with communities, the marine tourism industry and other stakeholders is central to this plan.

Key Management Plan Goal 1. Helping communities assess the potential benefits of marine tourism.

This goal is aimed at supporting community engagement in marine tourism planning and identifying potential local economic impacts of marine tourism. Actions under this goal will help communities undertake marine tourism planning within the context of overall tourism planning and express a preferred organizational structure that outlines roles and responsibilities for

tourism development. Other actions relate to calculating actual economic benefits of marine tourism for communities.

This goal is aimed at data collection and management purposes. This key goal helps communities and EDT create a foundation accessing economic benefits that will lead to increased income in communities through planning and setting targets for tourist numbers, revenue and local participation in the tourism economy.

Key Management Plan Goal 2. Preparing products and services for marine tourism.

This goal is aimed at providing support for communities and local industry to prepare for increased marine tourism. It includes actions related to increasing knowledge, improving information provision, and undertaking measures related to community and territorial preparedness. Information about marine tourism will become a specific component of EDT tourism information activities and input on marine tourism infrastructure needs will be provided. This key goal helps communities, local tourism operators and the territory improve readiness to host marine tourism in order to support efforts aimed at increasing income from tourism.

Key Management Plan Goal 3. Developing legislation and preferred policy approaches that address the needs of Marine Tourism in Nunavut

This goal is aimed at ensuring full support for an appropriate regulatory environment for the growing marine tourism sector. It includes actions needed to develop and implement proposed new marine tourism regulatory elements in a renewed *Travel and Tourism Act,* and to create policy mechanisms for ongoing governmental problem-solving related to marine tourism. This section outlines a management process for implementing legislation in relation to both commercial and non-commercial tourism, including the development of policy that will guide the implementation of new marine tourism regulatory requirements. Renewed legislation and regulations that reflect the developing nature of marine tourism and support its future growth provide the foundation for ensuring awareness of and adherence to regulatory requirements.

Key Management Plan Goal 4. Addressing communication with the marine tourism sector

This goal is focussed upon outcomes that will improve communication with the marine tourism sector and improve relationships between the communities and the industry through better management and communication. Actions include establishing a communication protocol for the cruise industry, promoting awareness of the regulatory regime, and creating communication plans for commercial and non-commercial tourism. Improved communication and awareness are key aspects of the overall management plan and are the means of ensuring

that the management and organization of marine tourism can achieve the success indicators of this plan.

The Marine Tourism Management Plan includes an action plan (Appendix A) that identifies roles, timelines and intended outcomes of each action. The actions arise from these four management goals, but are grouped into seven activity areas:

- Planning with communities
- Understanding economic impacts
- Helping communities prepare
- Providing information and resources
- Providing input for development support
- Developing and implementing regulations and policy supports
- Communicating with industry and visitors

Introduction

Marine tourism in Nunavut provides opportunities for social, cultural and economic benefits, but alongside these potential positive outcomes are possible negative impacts for people, communities, the economy and the environment. This management plan addresses these challenges of marine tourism development in order to ensure the sector proceeds in a desired manner and that the interested communities – those that desire marine tourism and want to participate in its development – are strengthened so that they may appropriately support such development. It is focussed in particular on ensuring that economic benefits are realized in the territory and that local participation in and benefits from the tourism industry grow (see Appendix B).

Marine tourism is growing in Nunavut. The marine tourism sector involves tourists participating in water-based activities such as sightseeing, community visits and active outdoor recreation. Marine tourism can be divided into two categories: commercial and non-commercial.

Commercial Marine Tourism involves passengers who have paid for an experience, such as a cruise, a kayak adventure or a fishing trip. Marine Tourism Operators – those who exclusively offer marine tourism trips to paying passengers – can be based in Nunavut or outside of the territory, even outside of Canada. This category also includes organizations that offer water-based special events for tourists such as adventure challenges.

Non-commercial Marine Tourism involves tourists who use their own or rented pleasure crafts such as sailboats and motor yachts that do not have paying passengers on board. Sometimes this form of tourism is called independent tourism, but theses visitors still rely on the goods, facilities and services available in the places they visit.

Marine tourism includes three types of visitors:

- tourists arriving in Nunavut by water via cruise ships as paying passengers, who are accommodated on the ship and travel to various sites of interest during a voyage normally lasting around 10 days
- tourists arriving in Nunavut by air who participate in a marine-based experience as paying passengers, including overnight trips and day trips
- tourists arriving in Nunavut by water via pleasure crafts (e.g. sail boats, motor yachts), who may be in the territory for an extended time, with no paying passengers on board

Both Commercial and non-commercial Marine Tourism involve the potential for economic benefits and other impacts in Nunavut, but they have different needs and ways of interacting with communities. In recent years typical cruise ships in Nunavut have had 100 to 200

passengers aboard, but now an itinerary has been planned for a ship that would carry 800 to 1000 passengers. Typically, about 100 passengers would be ashore at one time. Numbers of tourists on pleasure craft also vary, from a small sailboat with two tourists to a luxury yacht with more than 50 people aboard. Pleasure craft tourists set their own itineraries and can remain in a community for longer periods than they may have originally planned in order to access desired services and products.

This management plan is focussed primarily on marine tourism that involves the arrival of visitors to Nunavut by water - the visitors who arrive on board cruise ships and pleasure craft. It will not have significant implications for Outfitters who conduct day trips by boat. The number of visitors to Nunavut arriving on these vessels is increasing. Pleasure craft vessel numbers have tripled since 2005 and appear to be continuing to grow. Cruise ship itineraries have also increased since 2005, were stable for a period, and now appear to be increasing again. Together these forms of travel now bring about 3000 tourists per year to Nunavut (Appendix C).

Why is Marine Tourism Growing?

The growth in marine tourism is related to the changes in ice cover that have enabled greater access to more of Nunavut's waters. Nunavut's position in the Canadian Arctic has meant that, of the three territories, it has seen the greatest growth in marine tourism, creating both challenges and opportunities for the territory, communities and businesses. Nunavut must, therefore, be prepared to accommodate the growth by ensuring the existence of appropriate communication, high quality products and services, and an effective regulatory regime that addresses both commercial and non-commercial tourism.

The greater accessibility of the Northwest Passage has meant more vessels are travelling into and through Nunavut; the discovery of *HMS Erebus*, one of the two ships lost in the region during the Franklin Expedition, will be another factor that increases the draw for tourists. EDT, along with its tourism development partners, Parks Canada and Nunavut Tourism, will work together to market these iconic experiences in Nunavut. The numbers of marine visitors are likely to keep increasing as people hear about the special opportunities for tourism experiences and decide to travel to Nunavut.

Marine tourism development will also support visitors arriving by air to Nunavut communities. These tourists may be interested in opportunities to get out onto the water for active recreation and for sightseeing; some such arrivals visit Nunavut specifically to participate in marine tourism. Nunavut is home to a number of licensed tourist outfitters who currently offer these types of marine tourism experiences departing from their communities. There may be

opportunities for these operators to offer water-based and land-based experiences to cruise tourists and to pleasure craft tourists.

The Role of Communities

All tourism experiences in Nunavut are supported to some degree by communities and the businesses in them. Some communities have identified marine tourism, or cruise tourism in particular, as an activity they want to be part of their economic development, while others have not. EDT has identified its priorities for strategic transportation development, including some that provide support for tourism activities such as the establishment of small craft harbours in designated communities. The strategic outcome priorities of marine tourism development in Nunavut for EDT are an increase in visitor expenditure on products and services, an increase in Inuit and Nunavut-based businesses, and an increase in Inuit and Nunavummiut employment in the tourism industry.

The challenge for Nunavut given the growth in marine tourism, and the potential for it to continue growing, is to ensure that this growth occurs in a manner that reflects the goals, interests and needs of Nunavummiut. This means it must provide local benefits and not cause unacceptable negative outcomes. Recent research and consultations on tourism have shown that there is interest in pursuing opportunities afforded by increased tourism, but there is also

concern about existing and potential negative outcomes, including negative interactions between tourists and local people or between tourists and wildlife. For marine tourism development to be successful, it must contribute to the economic well-being of individuals, businesses and communities without negative social and cultural outcomes and it must not exhaust local and territorial government management resources needed to organize and control it.

Marine Tourism and *Tunngasaiji*

In 2013 the Nunavut Department of Economic Development and Transportation (EDT) released *Tunngasaiji: A Tourism Strategy for Nunavummiut*. This Marine Tourism Management Plan is the result of one of the objectives outlined in *Tunngasaiji*: to develop and implement a cruise ship and yacht management plan. The plan is intended to support effective management of the growing marine tourism sector within the main goal of EDT to develop tourism in Nunavut for the benefit of the territory and its communities, while ensuring that Nunavummiut, wildlife, and the environment are respected and protected. Furthermore, the management plan must guide the best allocation of resources for tourism development by the Tourism and Cultural Industries division of EDT.

This management plan reflects the guiding objectives and desired outcomes of *Tunngasaiji* and is based on further consultations with key stakeholders, input from legal advisors and other experts, and the programmatic knowledge of tourism staff within EDT.

Tunngasaiji identifies the success indicators/outcomes of the Cruise Ship and Yacht Management Plan as follows:

- Increased income to communities through provision of services, sale of arts and crafts
- Improved relationships with communities from more effective management of cruise ships and yachts
- Greater awareness of cruise and yacht owners and operators of regulations and licensing requirements

In order to achieve these outcomes, this management plan identifies four key management goals that provide support both for community visions of marine tourism development and for territorial needs related to tourism as economic development. Marine tourism planning must occur within the context of ongoing, broader tourism planning. It must be integrated at the community level and involve improvements that benefit the visitor experience for those arriving by air and water. Its success will rely on the involvement and collaboration of a broad group of tourism stakeholders in the industry, in government and in communities and a clear understanding of roles and responsibilities (Appendix D), as well as an effective process of ongoing communication as marine tourism continues to develop (Appendix E).

Elements of the Marine Tourism Plan – the Four Goals

Key Management Plan Goal 1:
Helping communities assess the potential benefits of marine tourism

Management Objective: Support marine tourism development through community engagement in tourism planning

Management Outcomes:

- Interested communities will undertake marine tourism planning within their ongoing tourism planning
- Interested communities will identify their preferred structure for managing marine tourism, including roles and responsibilities

Actions:

- TCI will establish methods to work with communities interested in pursuing marine tourism development, within their ongoing tourism planning, so that they may assess potential benefits, create a vision, undertake SWOT analysis and inventory tourism resources
- TCI will assist interested communities identify their preferred structure for managing marine tourism through a Community Tourism Committee/Coordinator, Community Economic Development Committee and/or Visitor Centre
- EDOs, with support from TCI Regional Tourism Officers and staff, will assist communities in identifying, describing and assigning responsibility for various tourism management roles (e.g. responding to inquiries from potential visitors, preparing community welcoming materials, coordinating vessel visits through scheduling and booking activities with local providers, assisting with funding applications, leading tourism-related initiatives in the community etc.)
- The preferred local structure for managing marine tourism will create a plan for developing and managing marine tourism, hosting visitors, and communicating with industry (including specific targets related to increasing tourism numbers, increasing revenue generation, and increasing local participation in the tourism economy through new businesses and employment)

Targets:

- TCI will establish the process for working with communities in July 2016

- Within six months of beginning work with TCI, communities will have established their preferred structure for integrating marine tourism planning into community tourism planning, including assigned roles and responsibilities
- By March 2017, 4 communities will have a tourism plan that includes specific targets for increasing marine tourism numbers, revenues and local participation
- By March 2018, a further 3 communities will have a tourism plan that includes specific targets for increasing marine tourism numbers, revenues and local participation

Timeline: April 2016 to March 2018

Management Objective: Support community benefits through marine tourism by quantifying economic impacts

Management Outcomes:

- TCI will have economic impact information that can be used for planning purposes linked to the Data Management Strategy
- Commercial Tourism Operators, communities and local business owners will have an improved understanding of the types of benefits that are possible to accrue to the territory through tourism

Actions:

- TCI will implement a pilot project in 2016 to obtain economic benefit information (both expected and actual) from cruise operators identifying their contributions to each community through purchased goods and services, and donations
- TCI will assess the effectiveness of the pilot program to assess completeness and clarity of the information gathered
- TCI will review the nature and extent of economic benefits in Nunavut communities in order to create baseline data for planning purposes in connection with the Data Management Strategy

Targets:

- A minimum of ninety per cent of cruise operators offering an itinerary in Nunavut in 2016 will participate in the economic benefit information program in 2016
- TCI will determine whether to continue, revise or cease the program by March 15, 2017 and will connect to the Data Management Strategy for implementation through March 2019

Timeline: July 2016 to March 2019

Key Management Plan Goal 2:

Preparing products and services for marine tourism

Management Objective: Support marine tourism development through community preparedness initiatives

Management Outcomes:

- Interested communities will have increased knowledge about and preparedness for marine tourism
- Territorial wide community preparedness initiatives will be undertaken

Actions:

- TCI will examine the Cruise Association of Newfoundland and Labrador's Port Readiness Programme as a resource for community preparedness activities
- TCI will prepare an information package on community preparedness, including visitor behaviour management, the role of the Hamlet in controlling visitors, Hamlet support for tourism products and services, community distinctiveness, and coordination with businesses and other communities, to be included in the *Tourism Handbook for Nunavut* or as a standalone document
- TCI will develop an information package that gathers together stories of successful and unsuccessful community based projects in marine tourism for use in community consultations, information and engagement sessions.
- Local tourism committees and EDO, supported by TCI, Nunavut Tourism and Regional Tourism Officers, will promote community awareness and understanding of marine tourism
- TCI will develop a Nunavut Code of Conduct for Marine Tourism, a Community Code (guidelines or helpful hints), and a Code of Conduct for Marine Tourism Visitors
- EDOs will promote local participation in the annual territorial Community Clean-Up Day

Targets:

- Communities involved in marine tourism planning will participate in the Community Clean-Up Day annually
- TCI will create a community preparedness document by September 2017 (information to be included in the *Tourism Handbook for Nunavut* or stand-alone document)
- Success stories document will be available in November 2017

- By March 2018 a marine tourism awareness session for the general public will be provided in each community that wishes to
- A Nunavut-wide code of conduct for marine tourists will be produced by November 2016
- A Community code of conduct (guidelines or helpful hints) will be produced by November 2016
- A Nunavut code of conduct for marine tourism visitors will be produced by November 2016
- By March 2018 each community that wishes to provide a more specific code for visitors will have created one

Timeline: July 2016 to March 2019

Management Objective: Support marine tourism development through providing information to operators and the industry

Management Outcomes:

- Local operators will have increased knowledge about marine tourism development
- Marine tourism will be a specific component of tourism training, meetings, conferences and publications
- Information exchange will be enhanced

Actions:

- TCI will include information about the nature, extent and growth of marine tourism in the *Tourism Handbook for Nunavut* and will include specific information on marine tourism products and services
- TCI will enhance information exchange about successful marine tourism in Nunavut and in destinations such as Greenland as opportunities arise (e.g. at Tourism Conferences, industry meetings and marine tourism consultations)

Targets:

- Marine tourism information will be available in the *Tourism Handbook for Nunavut* to be published in 2016
- Information about successful marine tourism examples and models will be forwarded to communities through established tourism planning channels by TCI beginning in July 2016
- Data about marine tourism will provided on a regular and ongoing basis by TCI at conferences and industry meetings

Timeline: July 2016 to March 2019

Management Objective: Support marine tourism development through input to strategic infrastructure planning

Management Outcome:

- Marine tourism infrastructure needs will be considered as part of overall infrastructure planning where possible

Actions:

- TCI will ensure that information about territorial marine tourism transportation infrastructure and central communities is made available in an accessible format for pleasure craft tourists and commercial operations
- TCI Regional Tourism Officers and staff will examine mechanisms for providing input to EDT on actions that can support marine tourism development for the EDT

Targets:

- TCI Regional Tourism Officers and staff will provide input for strategic marine tourism transportation infrastructure by March 2018
- Infrastructure information is available for website posting and other uses in November 2016, with regular updates

Timeline: July 2016 to March 2019

Key Management Plan Goal 3:

Developing legislation and preferred policy approaches that address the needs of Marine Tourism in Nunavut

Management Objective: Supporting marine tourism development by ensuring an appropriate regulatory environment

Management Outcome:

- An appropriate management structure will support the proposed new marine tourism regulatory scheme

Actions:

- TCI will review the *Travel and Tourism Act* and associated regulations and identify shortcomings related to marine tourism
- TCI will develop and propose new Marine Tourism Regulations as part of the overall updates to the *Travel and Tourism Act*
- TCI will prepare a preferred policy approach for implementing each new approved provision in the Marine Tourism Regulations
- TCI will finalize and implement a preferred policy approach for each approved provision in the proposed Marine Tourism Regulations

Targets:

- Proposed new Marine Tourism Regulations will form part of the overall updates to the *Travel and Tourism Act*
- Preferred policy approaches to implementing specific provisions (if approved) in the proposed new Marine Tourism Regulations will be prepared by March 2017
- Preferred policy approach for specific provisions (if approved) in the proposed new Marine Tourism Regulations will be finalized and implemented by March 2018

Timeline: July 2016 to March 2018

Management Objective: Supporting marine tourism development through a coordinated approach to regulation and policy

Management Outcomes:

- Awareness of tourism's effects and needs across government responsibilities will be enhanced
- Cross-departmental issues related to economic development, environmental protection, cultural protection, and issues of visitor safety and emergency management will be addressed at the appropriate level in a collaborative way
- Site guidelines as a self-regulated management tool will be available to help advise marine tourists and commercial operations of appropriate site use

Actions:

- TCI will continue meetings of the working group of interdepartmental territorial agencies and departments in order to problem-solve and streamline regulation, to address fiscal aspects of managing the cruise industry and pleasure craft tourism, and to present a common voice to federal partners

- TCI will continue to advocate for site-specific behaviour and use guidelines in the territory for special and sensitive sites amongst other agencies and departments

Targets:

- The interdepartmental working group will continue to meet through March 2018 in order to raise concerns at the appropriate levels
- Site guidelines will be created for at least five sites in Nunavut by 2018

Timeline: July 2016 to March 2019

Key Management Plan Goal 4:

Addressing communication with the marine tourism sector

Management Objective: Support marine tourism through improved communication with the marine tourism sector, communities, Nunavut government departments, and other stakeholders

Management Outcomes:

- Communication about trip planning, preparation and operations will be improved
- Relationships with industry and communities will be enhanced through improved communications and management

Actions:

- TCI will develop a communication protocol for clear and consistent communication with the commercial marine tourism industry
- TCI will work with Nunavut Tourism to create a communication plan for the commercial tourism industry to promote awareness of and compliance with existing and revised regulatory requirements, expectations and codes of conduct, the Arctic Council best practices, products, services and infrastructure and other trip preparation materials
- TCI will work with Nunavut Tourism to create a communication plan for the non-commercial (pleasure craft) sector to promote awareness of and compliance with existing and revised regulatory requirements, protocols, safety aspects, codes of conduct, products, services and infrastructure, resources, and other trip preparation materials for marine tourism in Nunavut
- Communications will include stories about good practices, companies or individuals who exhibit expected behaviour and clear information about expectations such as hiring Inuit guides and culturalists, for example

Targets:

- TCI will formalize a communication protocol by March 2017
- TCI and Nunavut Tourism will prepare a communication plan and materials for the commercial marine tourism sector by March 2017
- TCI and Nunavut Tourism will prepare a communication plan and materials for the non-commercial marine tourism sector by March 2017
- Commercial and non-commercial marine tourism material will be updated annually and as needed on the TCI website and through electronic distribution

Timeline: July 2016 – March 2017

Moving Forward 2016 to 2019

This management plan was created to support effective management of the marine tourism sector so that desired outcomes can be achieved. It is founded upon consultation with stakeholders and its success will rely on continued stakeholder involvement, particularly from those communities that wish to pursue opportunities in marine tourism development, Government of Nunavut departments with a responsibility and mandate touching upon tourism activities, and the tourism industry itself. Appendix A further defines the process for moving forward by outlining the partners responsible for leading particular actions, identifying timelines and deadlines, and providing expected outcomes. Actions are grouped by general activity.

Appendix A: Table of Actions, Roles, Timelines and Outcomes (Organized by Activity Grouping)

Overall Goal: Interested communities are prepared for marine tourism development and to increase the economic benefits from marine tourism

Action	Roles	Timeline	Outcomes
Support local initiatives aimed at preparedness and benefits (identified through local tourism structure)	Lead: EDOs Support: Regional Tourism Officers, TCI	July 2016 to July 2019	Better prepared communities lead to improved visitor experiences; product and service development leads to economic benefits and greater local participation in tourism

Activity Groupings

Planning with Communities

	Action	Roles	Timeline	Outcomes
1	Establish methods to work with communities interested in pursuing tourism development*	Lead: TCI	Process established July 2016	Participating communities identify themselves as desiring to work on tourism planning*
2	Assist communities in tourism development to form tourism committees	Lead: TCI Support: EDOs, Regional Tourism Officers	July 2016 to July 2018; on going	Design, promote and implement a CTCI Grants program.
3	Assist communities in identifying, describing and assigning responsibility for various tourism management roles	Lead: EDOs Support: Regional Tourism Officers, TCI	July 2016 to July 2018; on going	Local roles are identified and responsibilities outlined; a community point of contact is identified
4	Create community level plan for developing and managing tourism, hosting visitors, and communicating with industry	Lead: Local Tourism Committees Support: Regional Tourism Officers, EDOs	March 2017: four communities will have plans March 2018: a further 3 communities will have plans	Local structures prepare and implement tourism plans. Tourism plan is in place, with potentially marine components, including targets for increased revenue, tourist numbers, and local participation

Understanding Economic Impacts

	Action	Roles	Timeline	Outcomes
5	Implement and assess pilot project	Lead: TCI	Implementation: July 2016	Data collection; signal to operators and communities about expected benefit

	on economic benefits of cruise ship visits		Assessment: by March 2017	categories
6	Review the nature and extent of economic benefits in Nunavut communities in connection with the Data Management Strategy	Lead: TCI	November 2016, continuing annually if desired	Economic benefit information will be available for planning

Helping Communities Prepare

	Action	Roles	Timeline	Outcomes
7	Gather stories of successful community based projects benefiting from marine tourism and some unsuccessful stories	Lead: TCI	November 2016	Information from relevant successful programs is used to support community readiness. To be used in community consultations/information/engagement sessions
8	Develop a Nunavut Code of Conduct (or guidelines) for Marine Tourism Operators (Pleasure craft and commercial)	Lead: TCI	Draft available in June 2016; Revision November 2016	Expectations are clear; less conflict exists between visitors, residents and marine tourism operators; communities more receptive to tourism
9	Develop a Community Code of Conduct (or guidelines)	Lead: TCI Support: Tourism Committees, Regional Tourism Officers	Draft available in June 2016; Revision November 2016	Expectations are clear; less conflict exists between visitors, residents and marine tourism operators; communities more receptive to tourism
10	Develop a Nunavut Code of Conduct (or guidelines) for Marine Tourism Visitors	Lead: TCI	Draft available in June 2016; Revision November 2016	Expectations are clear; less conflict exists between visitors, residents and marine tourism operators; communities more receptive to tourism
11	Hold an annual territorial Community Clean-Up Day	Lead: Department of Environment Support: Nunavut Tourism, EDOs, TCI	Spring 2016, continuing annually if desired	Visitor impressions are improved; satisfaction is higher; Nunavut reputation improves

Providing Information and Resources

	Action	Roles	Timeline	Outcomes
12	Promote community awareness about marine tourism	Lead: Local Tourism Committees, EDOs Support: TCI, Nunavut Tourism, Regional Tourism Officers	July 2016 to March 2018 TCI: during public and stakeholder consultations NT: during community visits	Members of the public have an opportunity to learn about marine tourism; residents are more receptive to tourism; TCI facilitates a Webinar every 6 months to provide EDO and stakeholders information to help develop marine tourism
13	Include information about the nature, extent and growth of marine tourism in the *Tourism Handbook for Nunavut*	Lead: TCI	July 2016 to September 2016; Handbook published by September 2016	Operators' knowledge increases; improvements to products and services; increased economic benefits
14	Include information about community preparedness in the *Tourism Handbook for Nunavut* or stand-alone document	Lead: TCI	July 2016 to September 2016	Communities can access information about specific actions to help preparedness

Providing Input for Development Support

	Action	Roles	Timeline	Outcomes
15	Enhance information exchange about successful marine tourism in Nunavut and other destinations at tourism conferences, industry meetings, other venues as appropriate	Lead: TCI Support: Nunavut Tourism	July 2016 to March 2019	Operators' knowledge increases; improvements to products and services; increased economic benefits. Stronger networks and voices about the needs of an effective marine tourism industry
16	Ensure information about territorial marine tourism transportation infrastructure and	Lead: TCI Support: EDT Transportation Division Support:	July 2016 to March 2019 To be put on website in November 2016	Information is available on existing tourism infrastructure and communities that play a central role in tourism

	central communities is made available in an accessible format for pleasure craft tourists and commercial operations	Regional Tourism Officers, EDOs, community planning structures		
17	Examine mechanisms for providing input to EDT on actions that can support marine tourism development through the EDT Transportation Strategy	Lead: Regional Tourism Officers Support: EDOs, community planning structures	March 2017 to March 2019	Advice on tourism elements in transportation strategy reflect priorities identified through community tourism planning structures

Developing and Implementing Regulations and Policy Supports

	Action	Roles	Timeline	Outcomes
18	Develop proposed new Marine Tourism Regulations as part of the overall proposed updates to the *Travel and Tourism Act*	Lead: TCI, Legal consultant Support: Regional Tourism Officers, TTFN	November 2016 Consultations conducted in Fall 2015	Proposed regulations furthers growth of marine tourism in a sustainable, community-sensitive manner
19	Develop a preferred policy approach for implementing each proposed new provision (if approved) in the Marine Tourism Regulations	Lead: TCI Support: Regional Tourism Officers	July 2016 to March 2018;	An appropriate management and policy structure will support the proposed new marine tourism regulations
20	Continue meetings of interdepartmental working group of territorial agencies and departments to addresses marine tourism issues	Lead: TCI Director Support: other GN departments, TTFN	March 2016 to March 2019	Interdepartmental resolution of common and cross-jurisdictional issues related to tourism and new regulatory regime
21	Continue doing site guidelines advocacy amongst other	Lead: TCI Director Support: other	July 2016 to July 2019	Interdepartmental resolution of common and cross-jurisdictional issues related to site guidelines and the

	agencies and departments	GN departments, TTFN		creation of them. Facilitation role to achieve a self-regulated voluntary regime from the marine industry.

Communicating with Industry and Visitors

	Action	Roles	Timeline	Outcomes
22	Develop a communication protocol and a vehicle for the marine tourism industry (commercial and pleasure)	Lead: TCI	July 2016 to March 2017	More effective communication with industry leads to increased community receptivity to tourism and greater economic benefits
23	Develop a plan for communication with industry about regulatory requirements, expectations and codes of conduct, and best practices	Lead: TCI Support: Nunavut Tourism, Regional Tourism Officers, EDOs, community planning structures	June 2016 to Sept 2017 • TCI website and electronic distribution March 2017 • NT website And web links between the two sites	Awareness and compliance with legislation and regulatory regime improves. Information is communicated effectively and broadly through tourism system; improvements to products and services; increased economic benefits
24	Develop a plan for communication with commercial and pleasure craft tourists to provide appropriate information	Lead: TCI Support: Nunavut Tourism, Regional Tourism Officers, EDOs, community planning structures	July 2016 to March 2017 develop plan for TCI website and electronic distribution; implementation March 2017	Tourists have access to useful information – increases safety, improves experience, increases economic benefits to communities. Information is communicated effectively and broadly through tourism system; improvements to products and services; increased economic benefits

*Tourism, tourism planning, and tourism development are used throughout to relate specifically to Marine Tourism.

Appendix B: Potential Economic Benefits of Marine Tourism Development

Through its licensing process, EDT seeks information on potential economic benefits of cruise visits to communities. A priority for EDT in hosting such visits in the territory is the expectation that economic benefits will accrue to the people of Nunavut and that there will be particular benefits for Inuit people. Below are the categories of potential economic benefits.

Purchased Goods or Services from Individuals who are Nunavut Residents – wages, salaries and contract commitments paid directly to Nunavut residents. Example: wages paid by a Cruise Ship Operator to an on-board cultural interpreter resident in Nunavut.

Purchased Goods or Services from Nunavut-based Businesses or Organizations - purchases, sales and revenue that go directly to Nunavut companies, hamlets or non-governmental organizations for services and products. Example: Fees paid for catering by a local company.

Donations – marine tourists or Cruise Ship Operator provides money to a community or non-governmental organization that serves the community where the vessel stops for a visit

Appendix C: Growth of Marine Tourism in Nunavut

Data presented below are based on analysis of the Canadian Coast Guard NORDREG datasets. The table outlines the number of voyages recorded in the dataset, showing increases over time for both passenger vessels (cruise ships) and pleasure craft. Estimates of persons on board are based on information submitted by vessel operators to the Coast Guard.

Passenger Vessel and Pleasure Craft Trends Across Nunavut

Year	Passenger Vessel Voyages	Estimated Number of Persons on Passenger Vessels	Pleasure Craft Voyages	Estimated Number of Persons on Pleasure Craft
2005	11	1045	9	25
2006	23	2200	3	5
2007	24	2496	7	21
2008	26	2962	7	21
2009	25	2738	12	70
2010	24	2628	11	103
2011	18	1890	20	104
2012	22	2582	26	175
2013	26	3002	23	152
2014	25	2880	30	240
2015 (est.)*	40*	3680	-	-

* *Estimated passenger vessel voyages for the 2015 season are based on an analysis of advertised itineraries. It is not expected that all voyages will occur. However, there are a higher number advertised for 2015 than have been seen in the past.*

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Appendix D: Roles and Responsibilities in Marine Tourism Management Plan

Management Plan Roles:

	General Roles	Specific Roles from Marine Tourism Plan
Tourism and Cultural Industries - Headquarters	Regulation, policy, research, data analysis, territorial level support, advice and input	Consultative: design of community planning process, preparation of development material and tools at territorial level and for broad use across communities, coordinating and planning overall development
TCI Regional Tourism Officers and staff in Regional Offices	Support, advice and input to communities through the EDOs or tourism committee and to operators in region	Managing: assist communities through the EDOs in marine tourism planning activities, assist communities through the EDOs in preparedness activities, assist local operators in licensing compliance
Participating Community/Community Tourism Planning Structure	Planning and implementing	Initiate involvement, undertake planning and implement actions from plan to meet identified targets
Economic Development Officers	Support planning and implementation	Managing: assist communities in planning and implementation of actions
Nunavut Tourism	Marketing and promotion, advocacy, data collection	Provision of information to industry through website, conferences, meetings; Plan and implement communication with pleasure craft tourists
Other GN departments	Regulation, policy and enforcement, fiscal management	Participate in interdepartmental working group
Tourism Task Force for Nunavut (TTFN)	Input and advice on planning and implementation	Consultative and support; Participate in issue resolution activities

Appendix E: Communication Protocol for Commercial Marine Tourism

Communication Flows for the Commercial Marine Tourism Information